



**Industry &  
Investment**

### **ATS Export Support Grant- NSW**

This Australian Technology Showcase program is managed in NSW by Industry & Investment NSW.

Enterprise-based export support funds are available to NSW ATS members as grants from Industry & Investment NSW. Export ready NSW ATS members can access the ATS Export Support Grant of \$20,000 over the three-year membership period. Please note that there is a maximum allowance of \$7,000 per year of membership. The aim of the Export Support Grant is to develop and expand export markets. Where there is a clearly defined significant market opportunity, it is possible to apply for an allowance of \$10,000 in any one 12 months period.

The member's I&I NSW Business Development Manager will work to identify an appropriate project proposal for funding and to obtain approval.

The Business Development Manager will assess the company's level of export readiness, in line with its export development strategy and business plan.

### **Criteria for Assessing Export Readiness**

The Business Development Manager will assess the applicant's export readiness, including its export strategy, in line with the following:

- the company has a satisfactory growth strategy
- the company has a strategic business plan, or at least a clear statement of its top 2-3 strategic objectives for next 2 years, and a cohesive business model
- the proposed activities support the achievement of its business objectives
- the proposal is intrinsic to the stated export strategy
- the company has a strategy for scaling its business from demonstration to commercial size

- the company has the financial and management skills, and marketing and operational plans to capitalise on the technology being promoted.

## **Submitting the request for an ATS Export Support Grant in NSW**

A request for an ATS Export Support Grant must include the following information and attachments:

- full details and budget for the proposed
- financial statements for the last two completed financial years
- the company's progress when compared with its business plan
- the business outcomes expected to be achieved from the project
- a statement that the project has not commenced
- a statement that the proposal fits with the strategic business plan or strategic priorities of the company.

Information on the ATS Export Support Grant can be obtained from the company's allocated Business Development Manager or from:

Colin Thew  
Australian Technology Showcase  
Industry & Investment NSW  
GPO Box 5477  
SYDNEY NSW 2001  
Email: [colin.thew@business.nsw.gov.au](mailto:colin.thew@business.nsw.gov.au)

A request for Export Support Grant assistance should be made at least three weeks before the anticipated start of the project. Assistance is not available retrospectively.

Companies can expect to be notified by the Business Development Manager of the outcome of their funding request within two weeks of the date of receipt of the completed and signed request.

## **Activities and Expenses Eligible for ATS Export Support Grant Funding**

Requests relating to the following activities and expenses will be considered for Export Support Grant funding:

- independent or group market visits that are part of a strategic export strategy, including training of distributors - marketing

- materials claimed must be necessary for the specific activity and can include freighting of samples and translation costs
- trade exhibition or trade show - if visiting and exhibiting at the exhibition or show is crucial to the company's export growth strategy
  - conferences and symposia where the company is participating and/or presenting, if the activity is crucial to establishing international credibility and marketing presence and is identified in the company's export growth strategy
  - overseas activities that will enhance a company's export-directed technology collaboration
  - development of an export marketing plan, where expertise from outside the company needs to be contracted to maximise the market potential
  - product licensing consultancies, if there is an identified export outcome
  - development of prototypes required for testing or demonstration sites with a specific client in export markets - to a maximum of 25 per cent of total Grant subject to fit with export strategy
  - costs associated with the protection of intellectual property designed to have an export impact - to a maximum of 25 per cent of the total Grant, subject to fit with the company's export strategy
  - international travel expenses for any of the above activities. These expenses are limited to the following: up to two of the member company employees, if they are essential to the project, up to a maximum of fourteen (14) days. In exceptional circumstances, the coverage of costs incurred by agents or contractors may be considered, but only if crucial to the success of the project
  - international air travel at the equivalent of 50 per cent of economy class travel
  - a per diem, non-accountable allowance of AU\$200 per 24 hour period, calculated from the time of arrival in the destination country to the time of departure back to Australia, as verified by the relevant boarding passes and capped at a maximum of fourteen (14) days. This per diem allowance will subsidise costs incurred on:
    - car hire, bus, train and cab travel
    - visa and airport taxes
    - accommodation and incidentals.

Note: Members may be able to claim some of these expenses listed above, or associated with the activities listed above, under Austrade's Export Market Development Program. Members should

consider which scheme best suits their circumstances, as funds can be obtained from one program only.

### **Activities and Expenses Ineligible for ATS Export Support Grant Funding**

The following activities and expenses will not be covered by the Export Support Grant:

- activities that have no relationship to the technology accepted for ATS membership
- reactive and uncoordinated market visits and trade missions attendance at conferences and symposia where the activity is not linked to the company's export growth strategy or has limited potential impact on export markets
- market visits or trade missions to non-strategic markets
- development of business plans, although where specialist advice is required for feasibility analysis of components of business plans, such requests may be considered subject to BDM recommendation
- drafting of legal agreements, except in the situation where the Business Development Manager recommends that specialist legal advice be obtained
- research and development
- plant and equipment and matters of a capital nature
- loans
- patent costs with no likely export impact
- normal operating costs and expenses
- expenses covered by other Federal and State Government programs.

### **Outcomes from Export Projects**

Export Support Grant recipients will be required to formally report on the outcome of the ATS Export Support Grant and to provide relevant documentation such as boarding passes and a detailed itinerary, for Grant payment. Actual and anticipated sales related to the project must be included in the report.

Approval of requests for additional support will depend on satisfactory outcomes from earlier funded export projects.

## **Confidentiality of Information**

The confidentiality of information provided to I&I NSW will be maintained at all times.

Applicants should note that disclosure of some information may occur if the release of the information is required for purposes of program reporting, legislative requirements, requests from the Parliament and its Committees and Freedom of Information requests.

Following approval of a proposal for funding, the broad details of the successful application may be disclosed by I&I NSW to external organisations for purposes of promoting the program. Where necessary, I&I NSW will contact the ATS member to gain clearance for such promotion.